



NEMZETI MÉDIA- ÉS
HÍRKÖZLÉSI HATÓSÁG

INTERNET USAGE BY HOUSEHOLDS AND INDIVIDUALS, 2012

ONLINE SURVEY



BACKGROUND OF THE SURVEY

Client:	National Media and Infocommunications Authority (Hungarian abbreviation: NMHH)
Service provider:	Ariosz Ltd. – NRC Market Research Ltd.
Timing of the fieldwork:	20th November, 2012 – 17th December, 2012
Survey methodology:	online interviews with standardised questionnaire
Average length of interviews:	43 minutes
Population:	Hungarian citizens aged 14+ with residence in Hungary and using the Internet at least once a week
Sample size:	3100 respondents
Weighting:	on the basis of the survey ‘Use of Telecommunication Services in the Households, 2012’ conducted for the NMHH in October-November, 2012. Weighting items in case of households: size of the household, type of settlement, Internet technology, and children aged 0-18 in the household. In case of individuals: gender, age, and level of education. Applied weighting method: RIM weighting (multidimensional factor weighting)
Statistical error of sampling:	It takes $\pm 2,5\%$ between proportions in the whole samples of 2011 and 2012; and $\pm 2\%$ in case of proportions of one survey

SIGNS AND ABBREVIATIONS



Data referring to households



Data referring to individuals



Significant change

MBB	Mobile broadband
Cable	Cable technology for Internet access
Fiber	Optical fiber for Internet access
M	Million
hh	Household
indiv.	Individual
DK	Do not know
n	Number of people/ households in the sample
N	Estimated number in the population
Aged 14+	Aged 14 or more
Σ	Total

DEFINITIONS

Internet user	persons using the Internet at least once a week at any place, with any equipment and by any technology
Subscribers	a household having a contract for a service in the name of the respondent or of a member of the same household while this contract is registered at the service provider as an individual, not a business contract
Fixed-line Internet access	all kinds of wired and wireless technologies for accessing the Internet except for MBB
MBB usage	usage of MBB technology on any device (PC, phone, stick, data card, data cable, etc.) and by any screen (screen of a PC or of a phone)
Smartphone	mobile phone appropriate for both voice and Internet services with a developed operating system that can handle applications of these operating systems and can be controlled by its touch screen or QWERTY keyboard
Portable PC	laptop, notebook, netbook

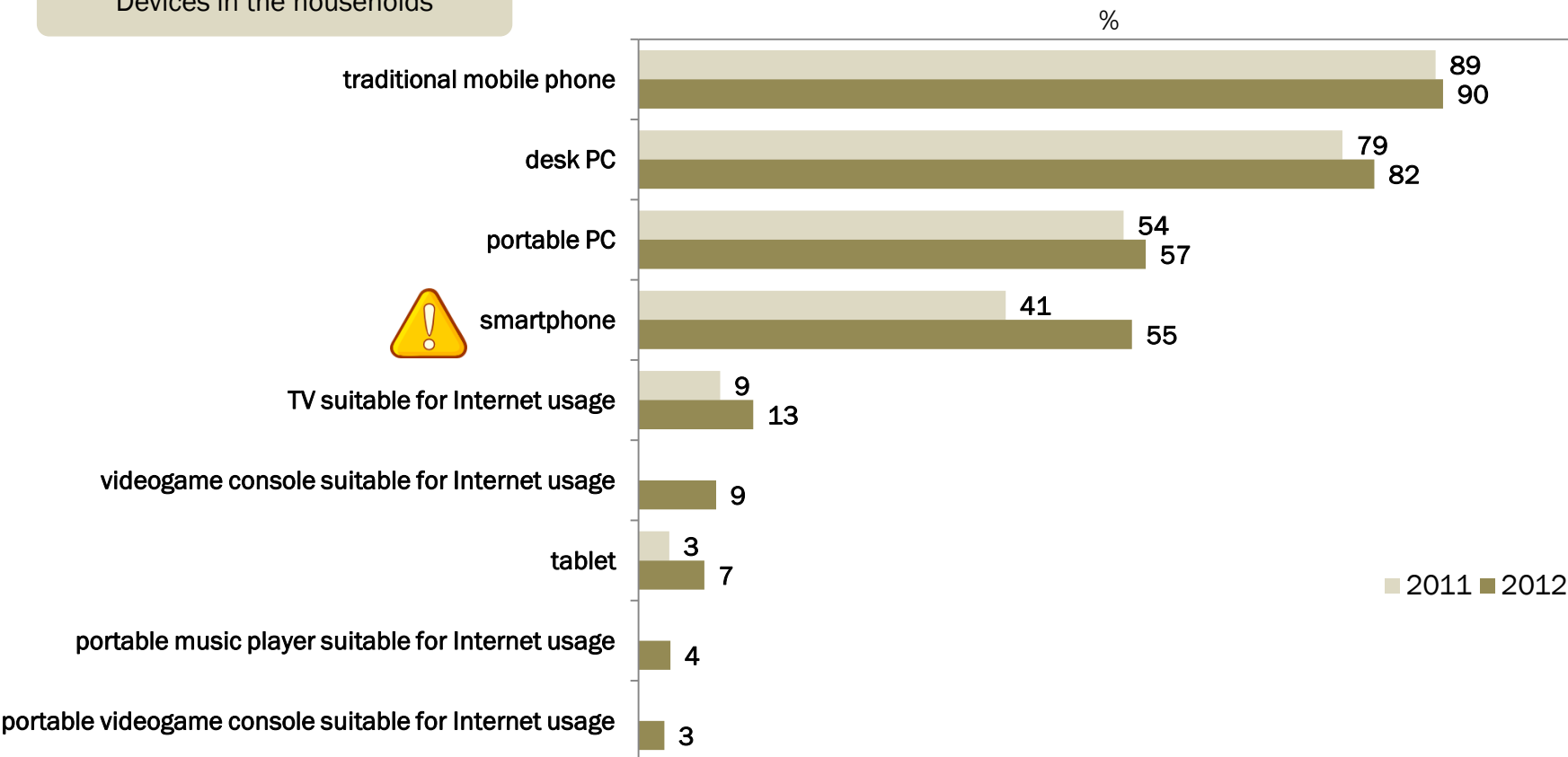
PENETRATION OF DEVICES SUITABLE FOR INTERNET USAGE

In 2012, the penetration of devices traditionally used for accessing the Internet (desk PC, portable PC, mobile phone) stagnated while and increase can be noticed in case of new and modern devices. The rate of increase is the highest in case of tablets while the volume is the biggest in case of smartphones.

Since 2011, the penetration of smartphones has become the same as of portable PCs.

The penetration of devices surveyed before regardless of whether they were suitable or not for Internet usage (videogame console, media player) has reached the threshold of the possibility of statistical observation (i.e. higher than the statistical error of sampling).

Devices in the households

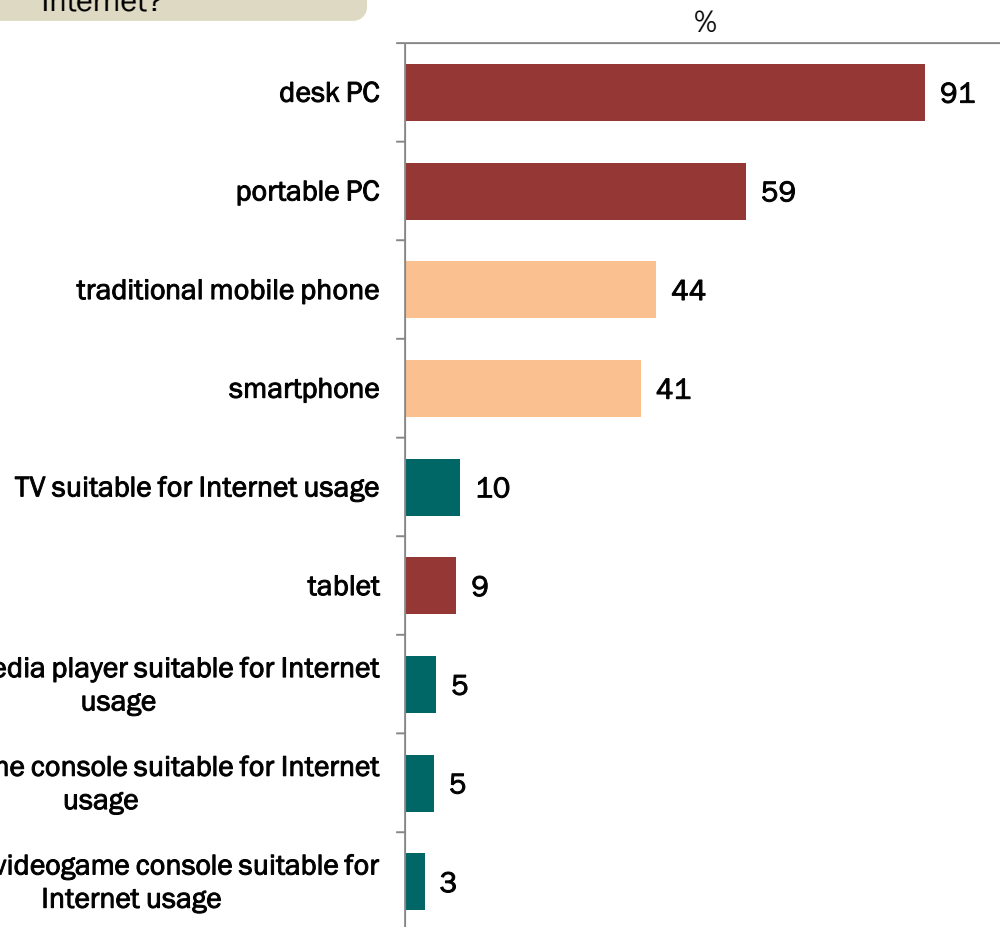


TOOLS OF INTERNET USAGE

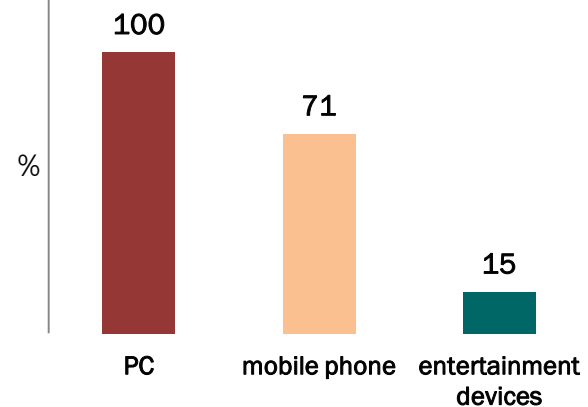
The number of devices used for accessing the Internet has been growing. The average Internet user uses 2.7 types of devices to access the Internet at home or in another place.

The majority have already used their smartphone to access the Internet.

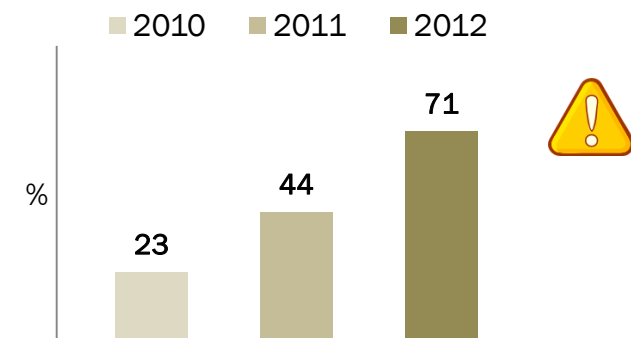
On which device do you use the Internet?



Devices for using the Internet



Using the Internet on mobile phone

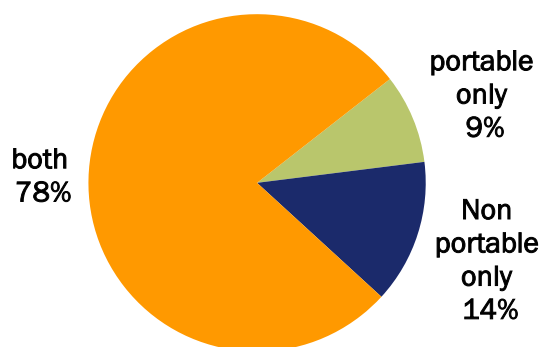


PORTABLE DEVICES FOR ACCESSING THE INTERNET

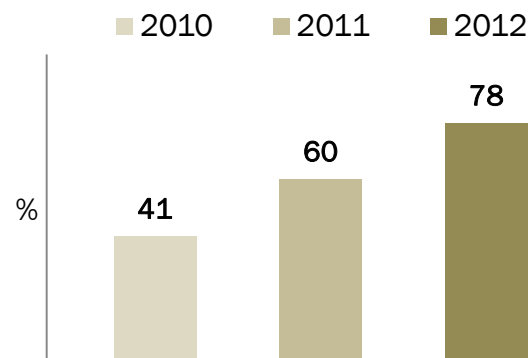
Nowadays, the majority of Internet users have already been using the Internet on both portable and non portable devices.

Although, the use of portable devices does not create automatically a demand for MBB: one third of smartphone users and about half of the users of other portable devices use the Internet on these devices only at home where the vast majority (87%) of them can access the Internet by fixed-line technology.

On which type of device do you use the Internet?

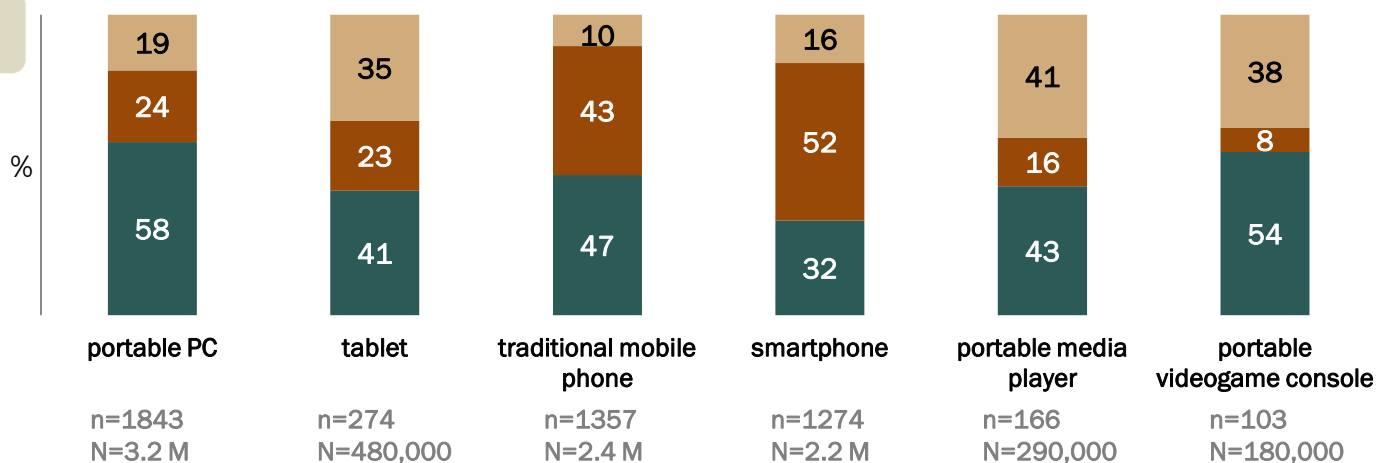


Using the Internet on both portable and non portable devices



Where do you use the Internet on portable devices?

- somewhere else only
- both at home and somewhere else
- at home only



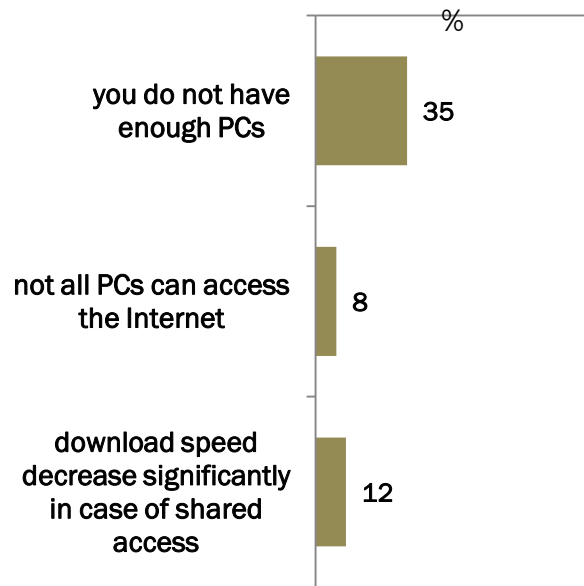
INTERNET AT HOME: DEMAND AND POSSIBILITY

It still has been a problem in households with more than one member that the infrastructure at home does not make it possible that all members of the family could access the Internet when they wish to (2011: 45%, 2012: 46%).

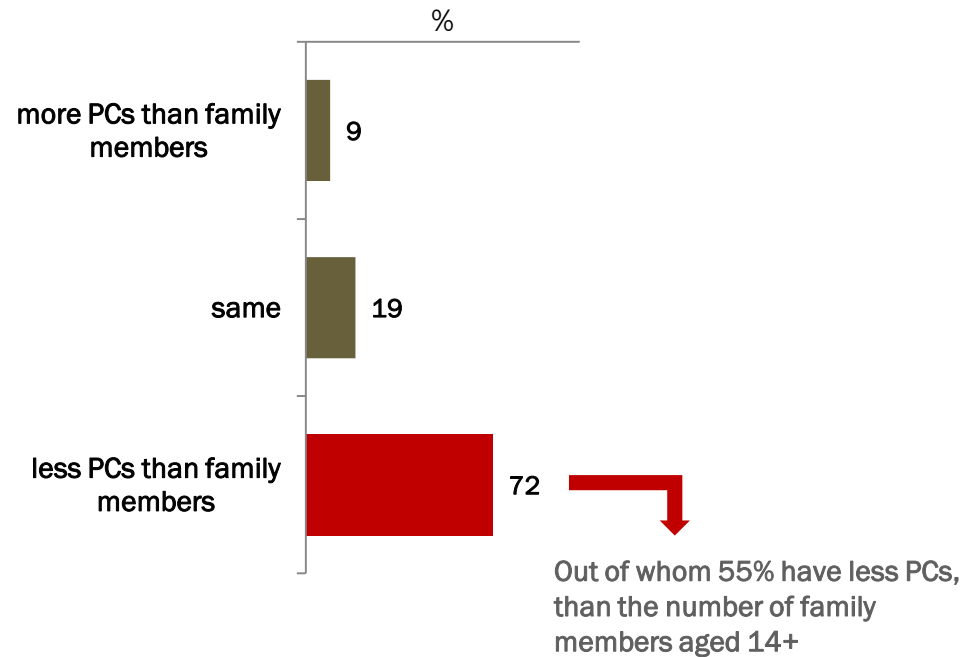
The main problem is that they do not have enough PCs and not that they do not have a router or the bandwidth is not enough.

40% of households with more than one member have only one PC and only 28% have the same number or more PCs than the number of members of the household.

Nowadays, has it happened to you that more people wanted to use the Internet at home but could not, because: ...



Number of PCs compared to the number of members of the household

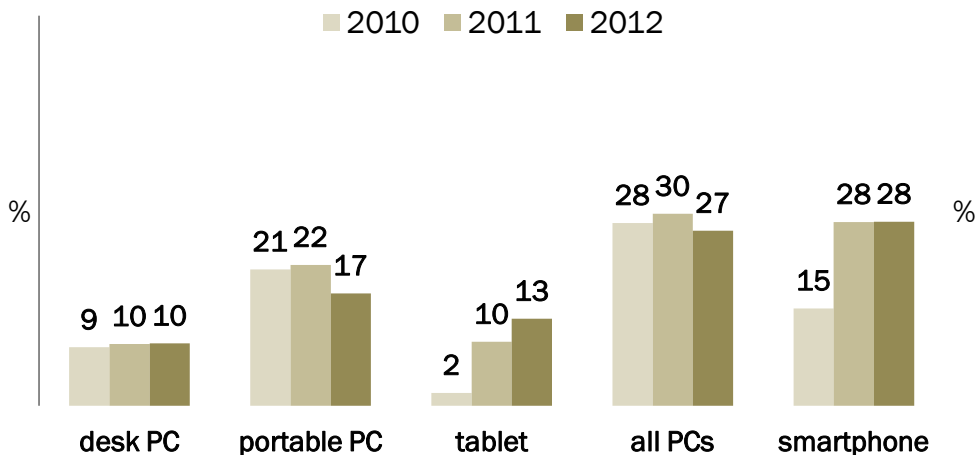


PURCHASING PLANS

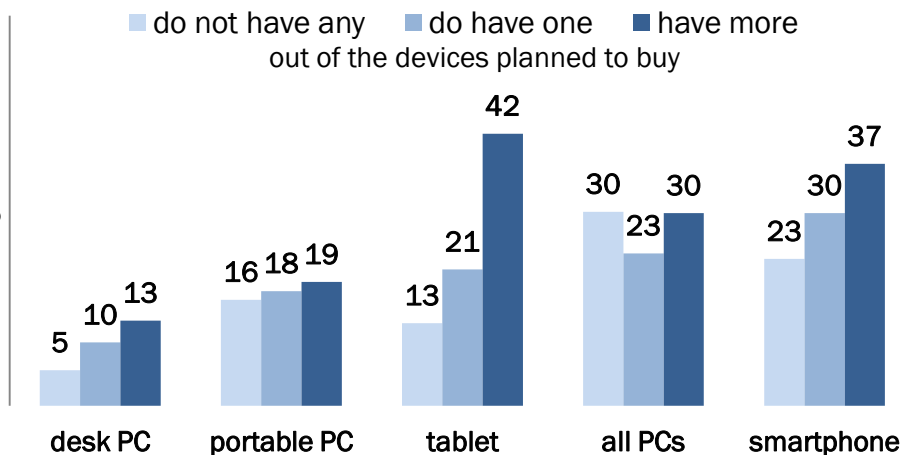
In parallel with the global tendency, the composition of the types of PCs that households have or plan to have in Hungary: demand is moving from portable PCs (laptops, notebooks, and netbooks) to tablets.

Households having a given device plan to buy another one more often than others, especially, in case of new and modern equipments such as tablets and smartphones. This latter implies that the main motivation of households to buy new ICT devices is to extend the infrastructure at home instead of updating the previous equipments.

Devices that households plan to buy in the next 6 months, 2010-2012



Devices that households plan to buy in the next 6 months, 2012



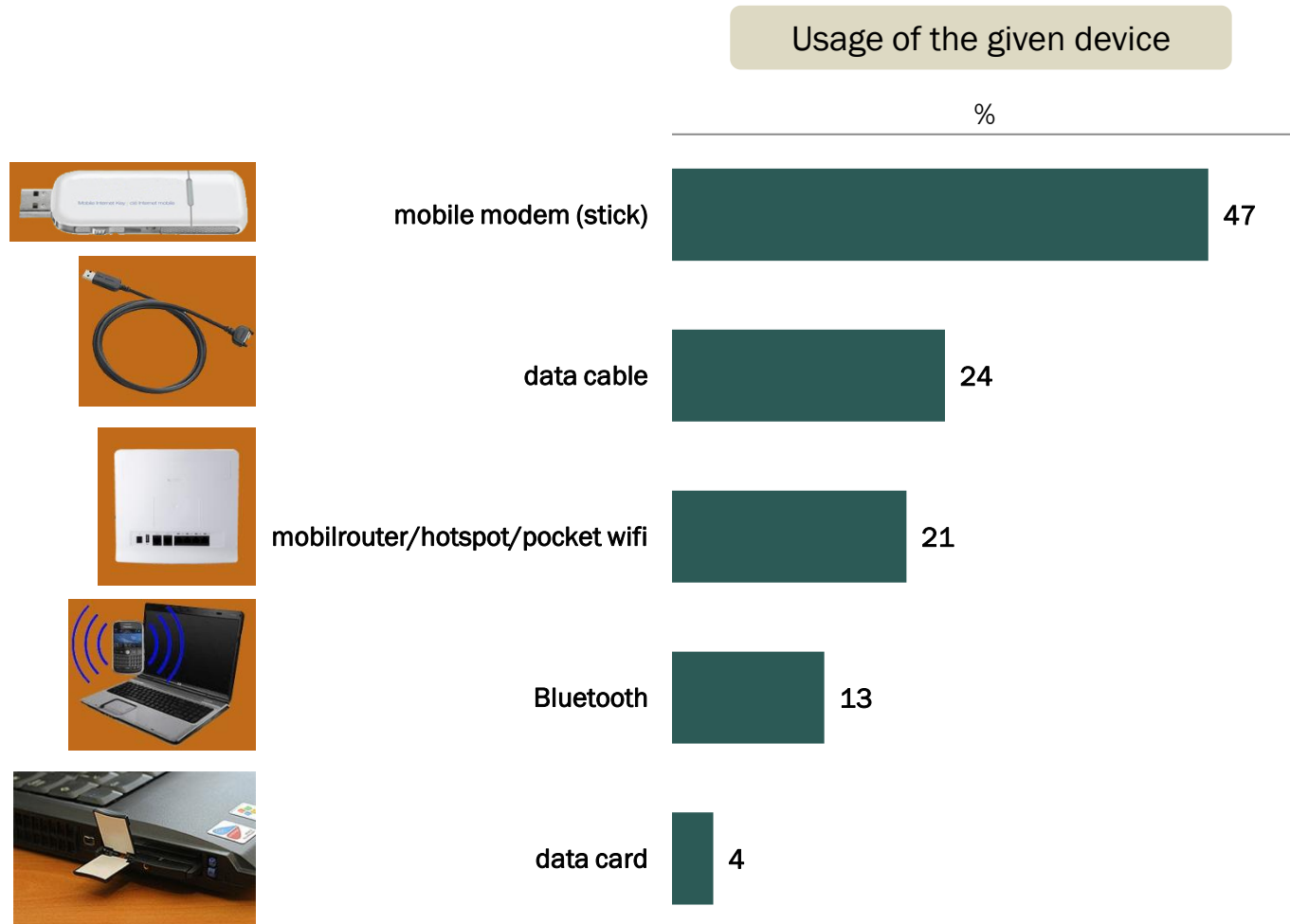
Data referring to households with more than one tablet and those without PC need to be handled carefully because of the low number of respondents.

DEVICES OF MBB USED ON PC

Three quarters of people using MBB on PC use it with several devices (i.e. more than one).

(The different possibilities were presented with short descriptions and pictures in the questionnaire.)

Mobile modem (USB stick) is the device used the most widely.

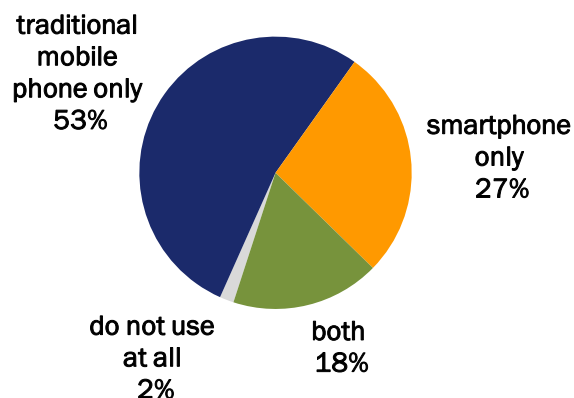


PENETRATION OF SMARTPHONE USAGE

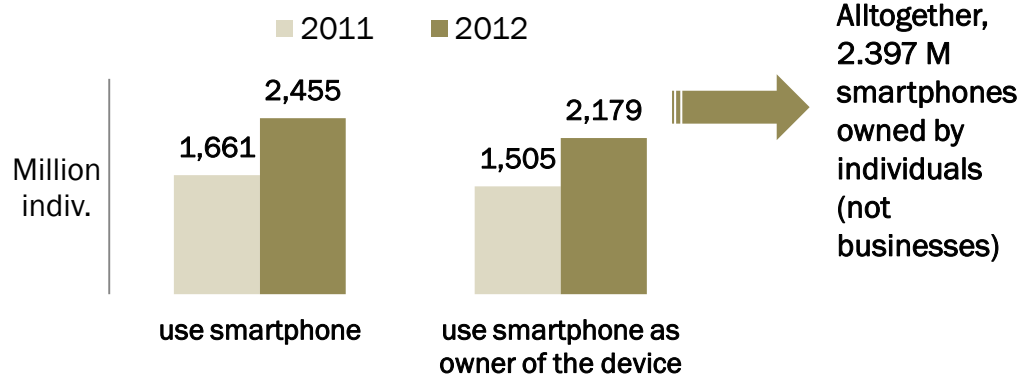
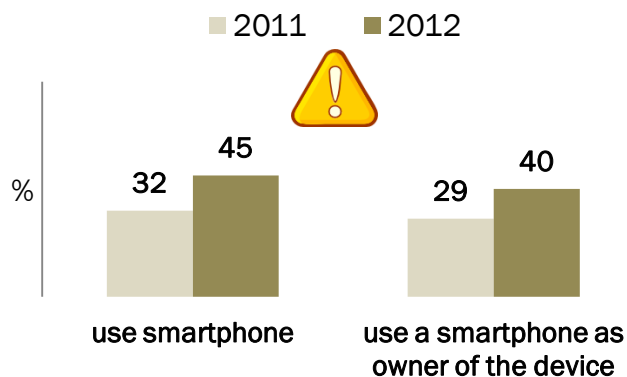
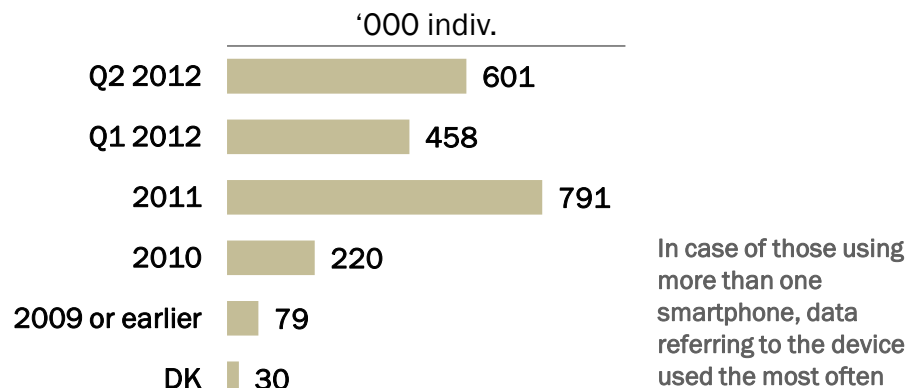
71% of Internet users have a traditional mobile phone and 45% have a smartphone (of whom 7% have more than one smartphone). Two fifths of smartphone users have been still using a traditional mobile phone as well.

The estimated number of smartphones owned by individuals (and not businesses) was 2.4 million in the middle of December in 2012. Compared to 2011, it is an increase with 900,000 smartphone devices owned by individuals.* According to the memories of the respondents, more than 1 million smartphones were in 2012. The reason of the difference between these two is that some devices were updates of older smartphones.

What kind of mobile phone do you use?

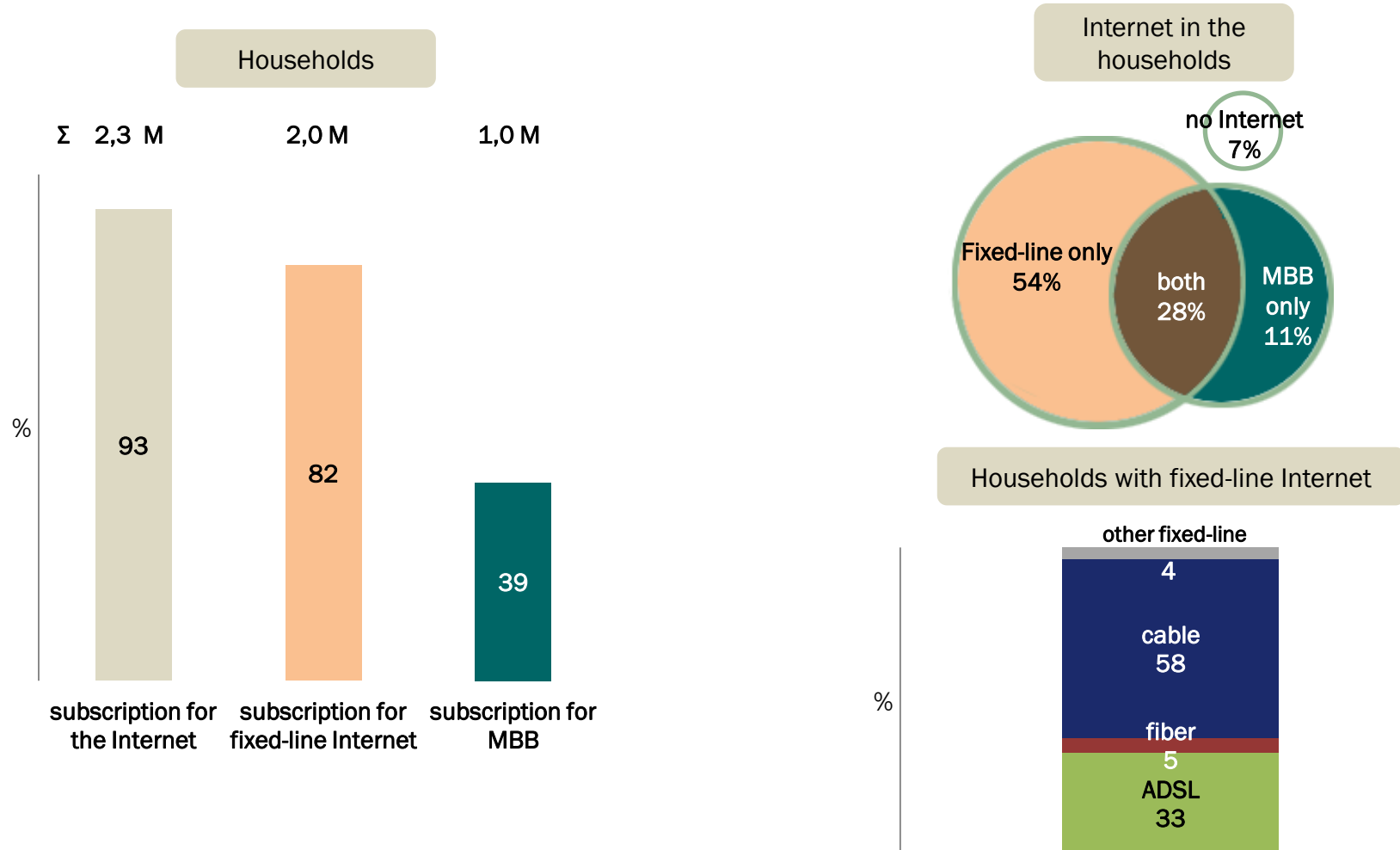


When did you buy/receive your own smartphone?



PENETRATION OF INTERNET SUBSCRIPTION

In december 2012, 2.3 million households had subscription for the Internet. 2 million households had subscription for fixed-line technology and nearly 1 million households subscribe for MBB. 63% of households had one subscription for the Internet and 31% had more than one. One tenth of households had more than one MBB subscriptions. 39% of the 3.3 million subscriptions of households were for MBB.

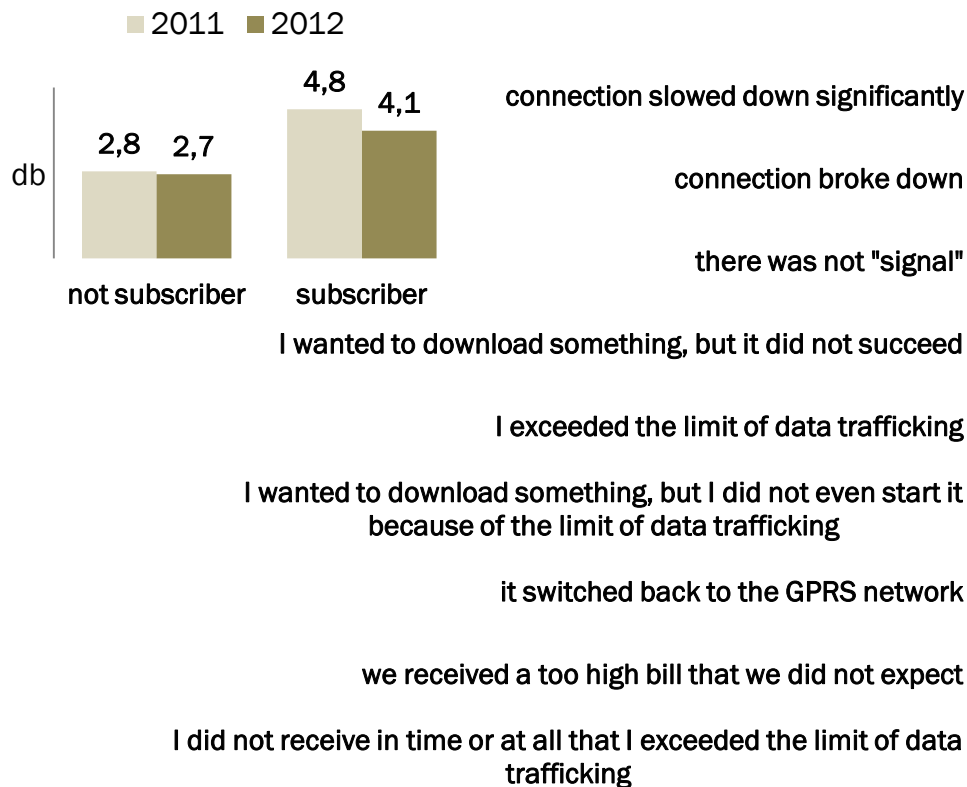


PROBLEMS WITH MBB

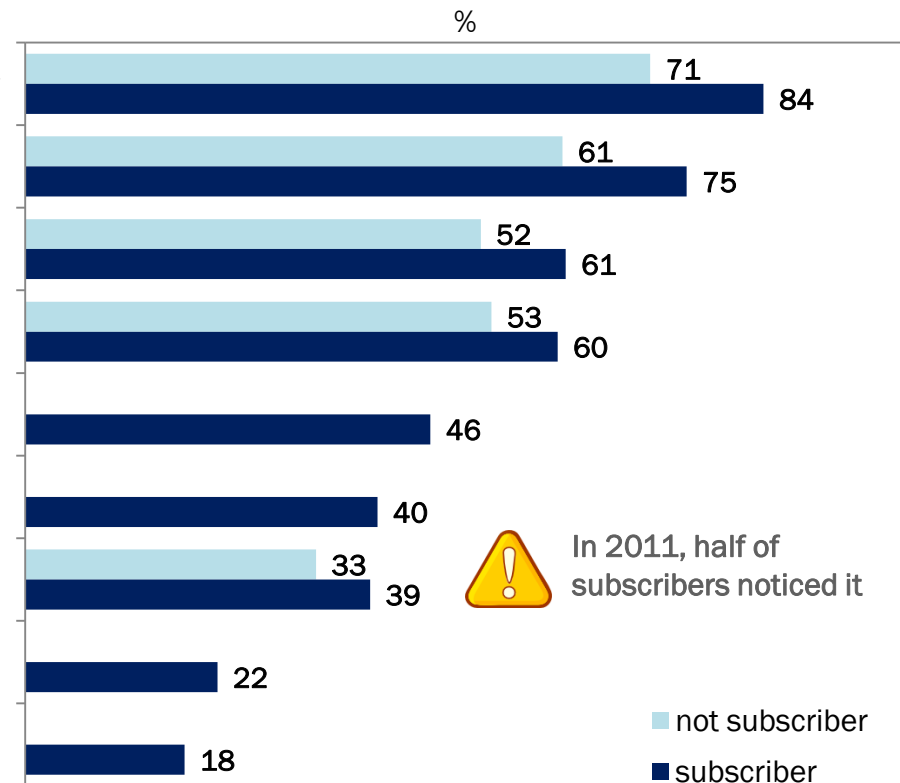
In 2012, subscribers noticed 4.1 types of problems on average while non-subscribers noticed 2.7 only. The main reasons of this difference are that only subscribers have problems with billing and they use their MBB access more intensively.

The average number of problems experienced by subscribers has decreased since 2011. It may be explained by the significant decrease of the number of subscribers experienced that their MBB switched back to the GPRS network.

Average number of problems noticed



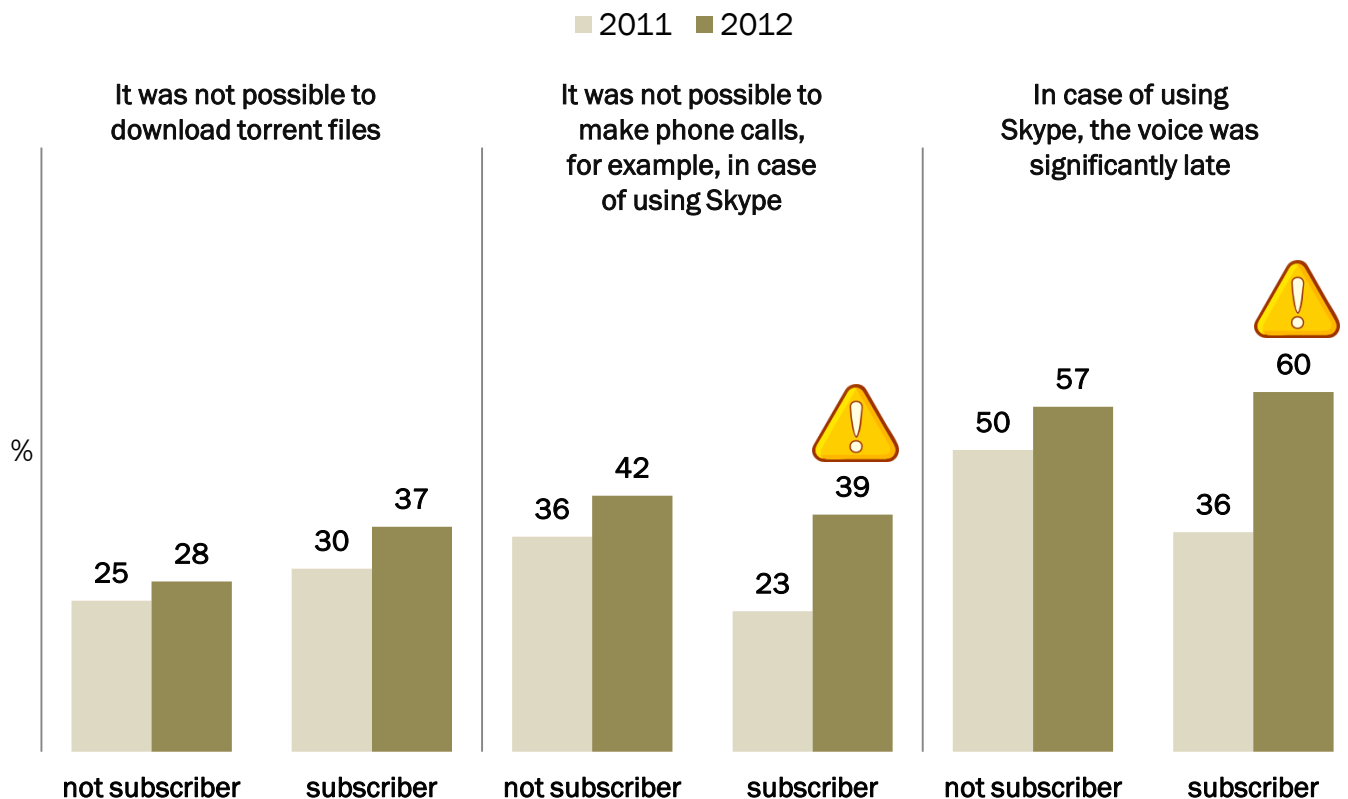
What kind of problem did you notice?



NET NEUTRALITY – MBB LIMITATIONS NOTICED BY USERS

Those who wanted to download torrent files or to make phone calls by VoIP technology experienced that it was impossible or stalled more often in 2012 than the year before.

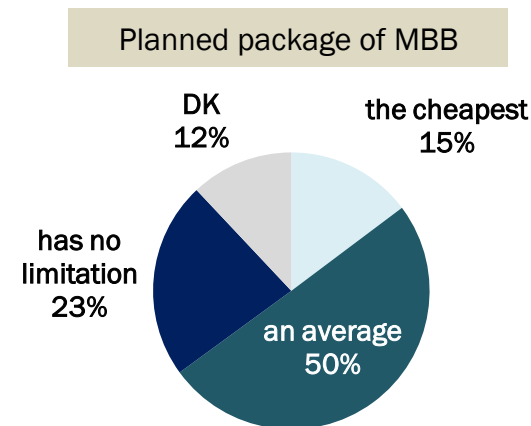
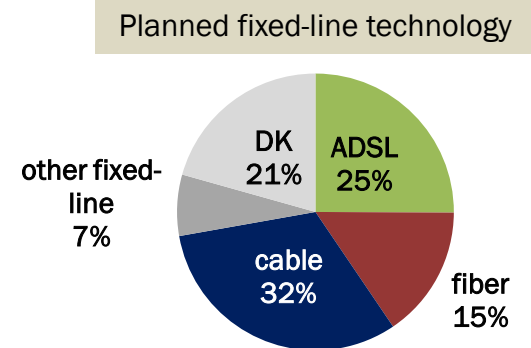
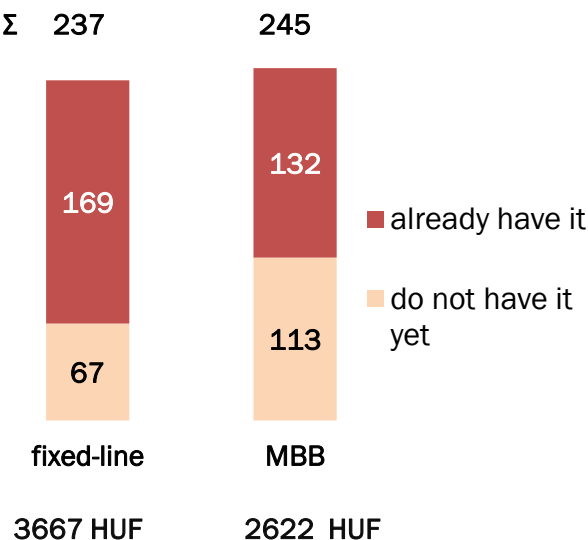
What kind of limitation did you experience?



FUTURE PLANS TO SUBSCRIBE FOR THE INTERNET

82% of households with at least one member using the Internet subscribe for fixed-line Internet at home and 39% for MBB. 10% plan to subscribe for fixed line or MBB in the first 6 months in 2013 which is significantly less than in 2011. Significantly more respondents (28%) plan to buy smartphones which shows that many of them do not think of the fact that purchasing a smartphone means that many will have (another) MBB subscription as well.

A great majority of those planning to subscribe for the Internet have already had fixed-line and MBB subscriptions, respectively (fixed-line Internet: 72%, MBB: 54%). Only a minority of them would keep their present subscription (fixed-line Internet: 18%, MBB: 24%) which means that they mostly plan to change service provider and the proportion of households with Internet subscription may not increase significantly according to these plans.

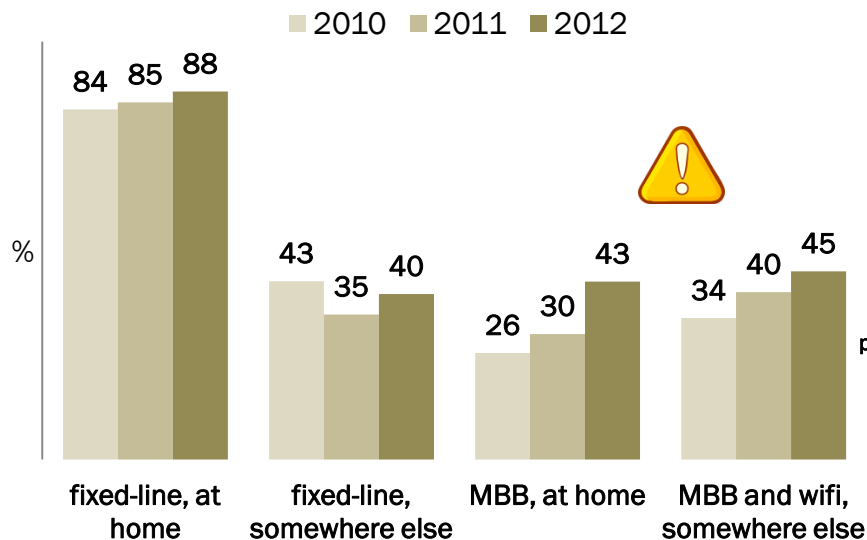


PLACE OF INTERNET USAGE

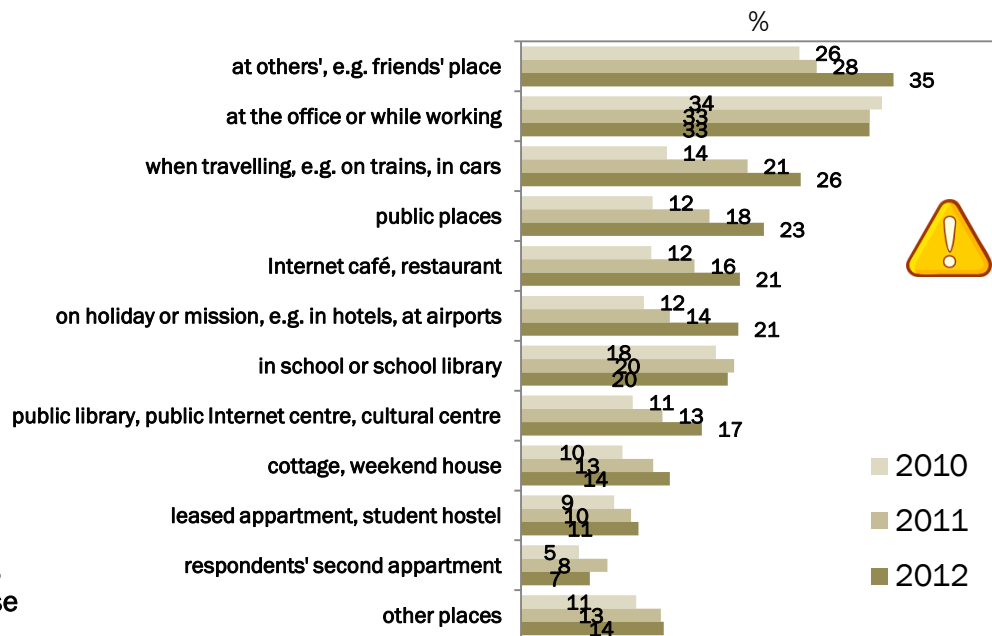
99% of Internet users use the Internet at home and 62% at other places.

The proportion of places where people stay for longer (e.g. for living, working, and studying) has not changed in the last years but an increase can be noticed in case of places they stay for a short time.

Place of Internet usage and the technology used



Internet usage out of the home



Technological characteristics

Tablets and smartphones are used for accessing the Internet at more places than portable PCs.
More MBB and wifi users access the Internet with portable PCs than with smartphones in places where they can sit and put down the PC. In contrast, smartphones and tablets used more often when users stand somewhere or move to another place (e.g. in the street, in shops).

Social characteristics

Men use the Internet at more places than women.
Younger people, those living in better economic conditions, in big cities, and more advanced Internet users access the Internet at more places than before.
Primarily university and high school students use the Internet in places they stay only occasionally but entrepreneurs and company leaders also do it in a high proportion. Economically inactive and blue-collar workers do not use usually the Internet out of their home.

ACTIVITIES ON THE INTERNET

The frequency of activities done a week before the survey has not changed significantly in the last years, but a slight increase can be noticed in how these activities attached together. The main reasons of this latter change may be that the use of Facebook has become more intensive and that many activities done before on separated sites are now done together on Facebook (e.g. writing blogs, chatting, photo sharing, and playing games).

Information

- email
- browsing
- search

98%

Social life

- social network site
- chat
- forum
- blog

83%

Media consumption

- listening to music
- watching video
- listening to radio
- watching TV
- playing games

81%

Social characteristics

Activities on the Internet mostly depend on the skills of Internet usage. The most skilled users do all activities two or three times more often than newcomers do, except for seeking information. The age of Internet users has less influence and this influence has been constantly decreasing in time. Significant differences can be noticed only in case of household errands (the elderly do it more often) and of downloading and publication (that the youth do more often). In contrast to the previous years, there is not noticeable differences among the age groups in social life and media consumption.

Household errands

- banking
- shopping
- errands

56%

Download

- download music
- download video, movie
- download software
- upload all these
- file sharing

54%

Earning money

- working
- advertising
- selling
- playing on a pay server

27%

Sharing photos

- visiting photo sharing site
- active use of photo sharing site

17%

Publication of texts

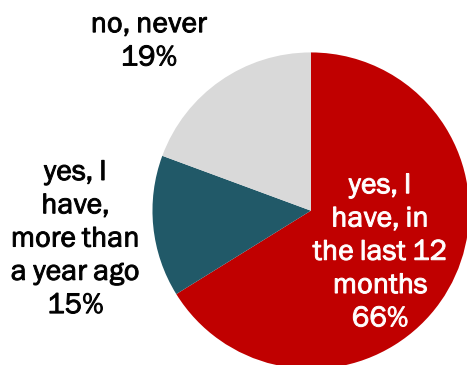
- writing blogs
- upload to own website
- writing wiki
- community work
- social bookmarking

11%

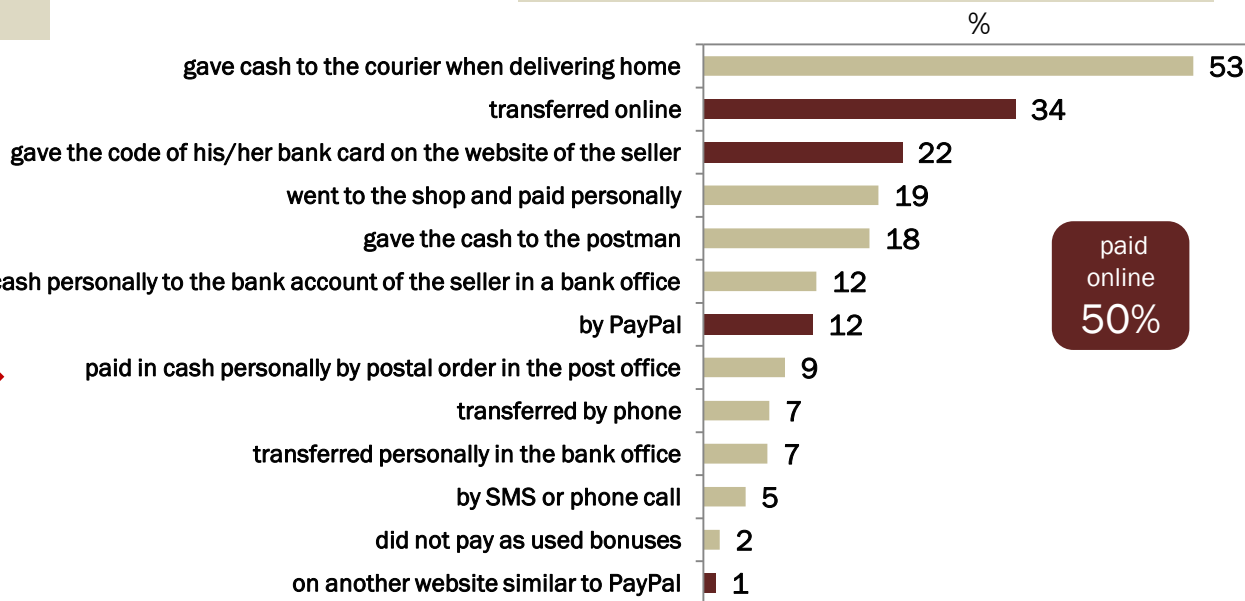
SHOPPING ON THE INTERNET

Altogether, four-fifth of Internet users have already done shopping on the Internet and two-third did it in the year before the survey. Most people paid with cash (for the courier of home delivery, the postman or the seller) for the product or service they ordered online. 13% paid by PayPal or on another kind of website for money transfer, 22% gave their code of their bank card on the website of the seller, and 34% used online bank transfer. All in all, half of users shopping online paid online as well.

Have you ever bought products or services on the Internet?



How did you pay when shopping on the Internet?



Social characteristics

During the last 12 months, Internet users aged 20-59 bought something online more often than younger and older users. It does not differ from offline shopping in this respect.

People in better economic conditions did online shopping more often than others which does not differ also from the “real life” shopping.

Internet users with average skills did online shopping on an average level while less skilled users did less and more skilled users did more online shopping. 38% of newcomer users and 81% of high-level users bought something on the Internet in 2012.

More skilled users and people living in big cities paid more often by typing the code of their bank card on a website or by PayPal.

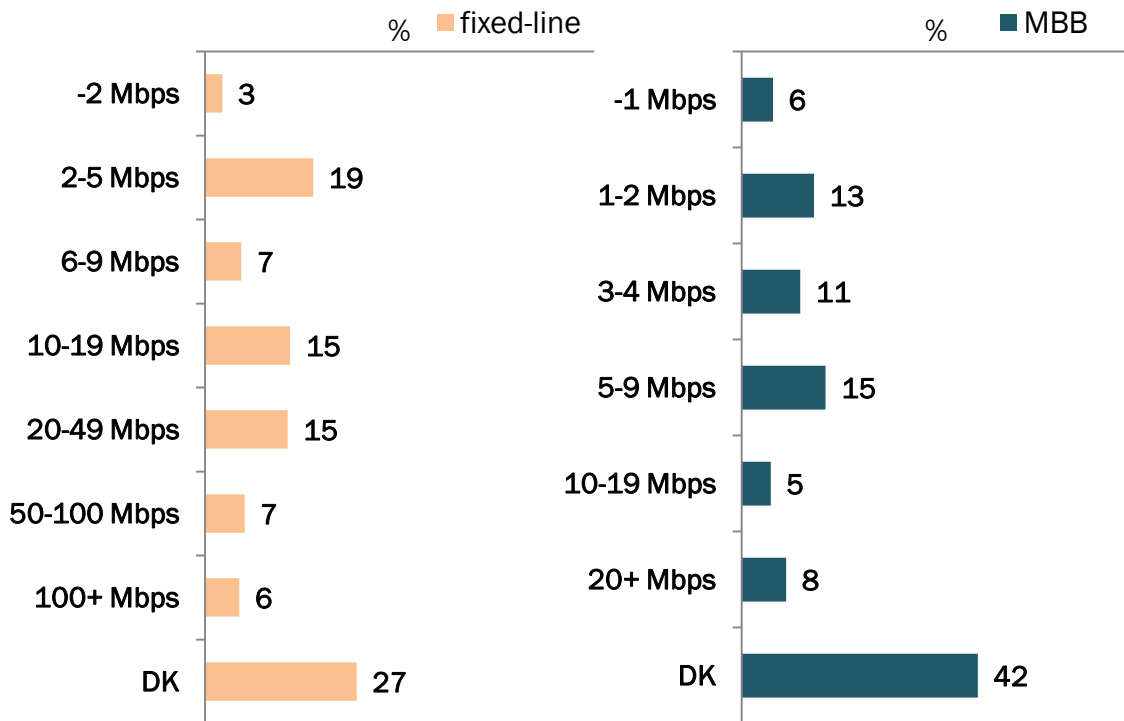


SPEED TEST: EXPECTED DOWNLOAD SPEED

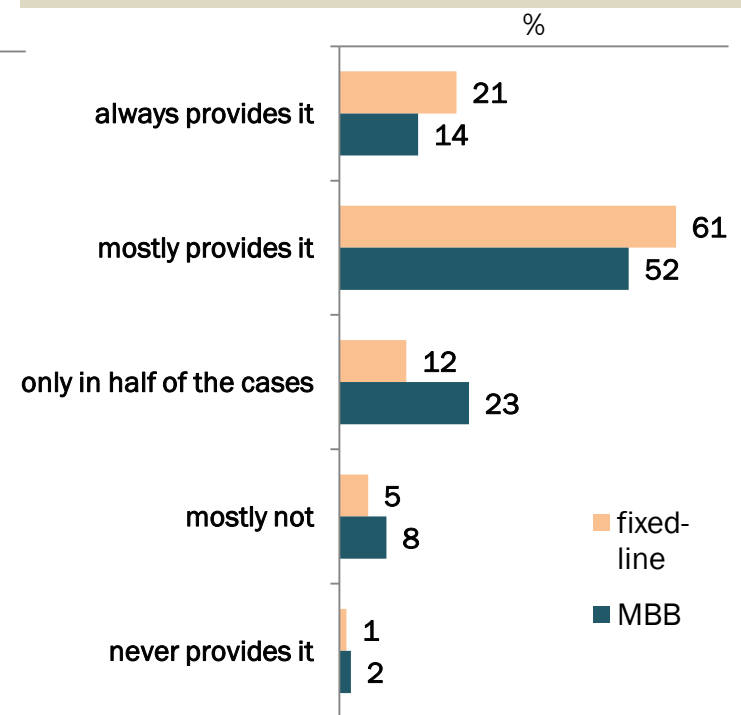
A significant majority of Internet subscribers do not know the download speed of their subscription.

Four-fifth of subscribers for fixed-line Internet and two-third of subscribers for MBB believe that their service provider always or mostly provide the download speed promised in the offer or contract. Subscribers for fiber technology are the most satisfied with the service provider for keeping its promise while there is not difference among MBB providers in this respect.

Download speed of the Internet subscription



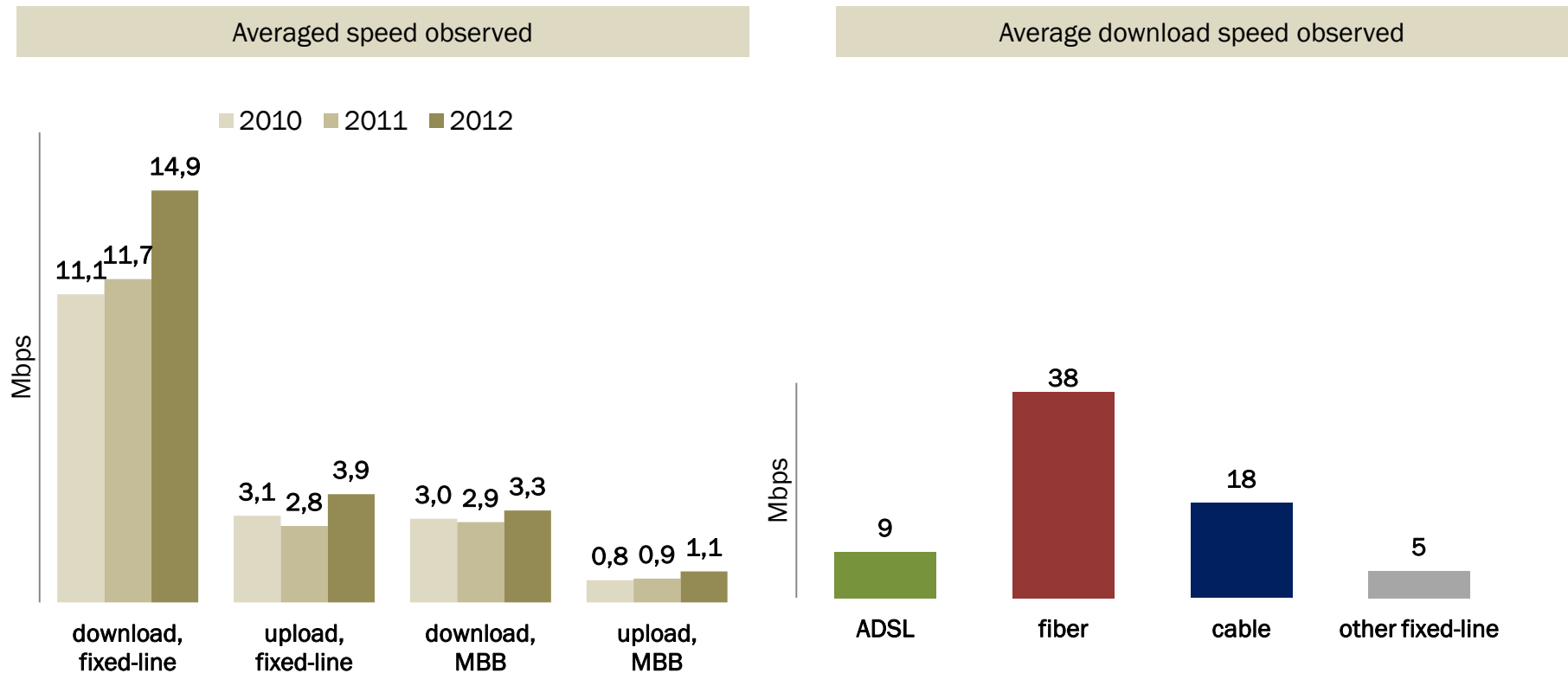
Does the operator provide the speed promised in advance?



SPEED TEST: OBSERVED DOWNLOAD SPEED

86% of respondents filled out the questionnaire with their own subscription. 81% of these people were willing to do the speedtest and 65% of them succeeded to do it on speedtest.net following the instructions in the questionnaire.

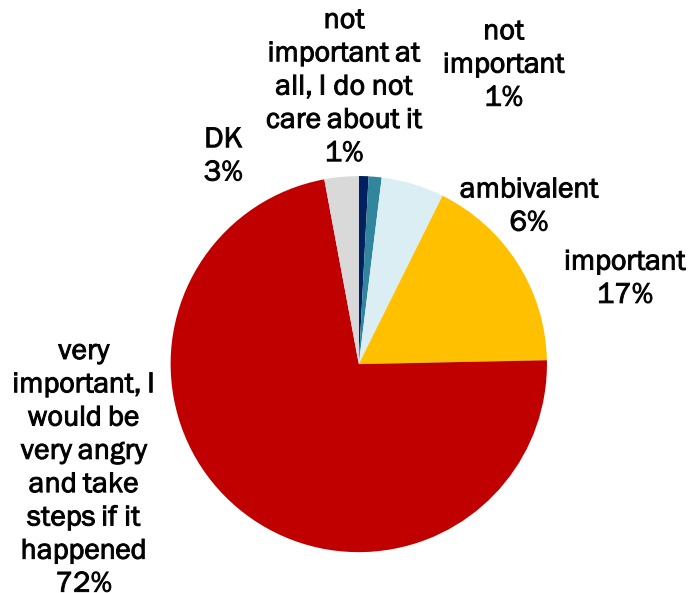
According to our survey, both the average download and upload speed of both fixed-line Internet and MBB has increased since last year.



SPEED TEST: AWARENESS

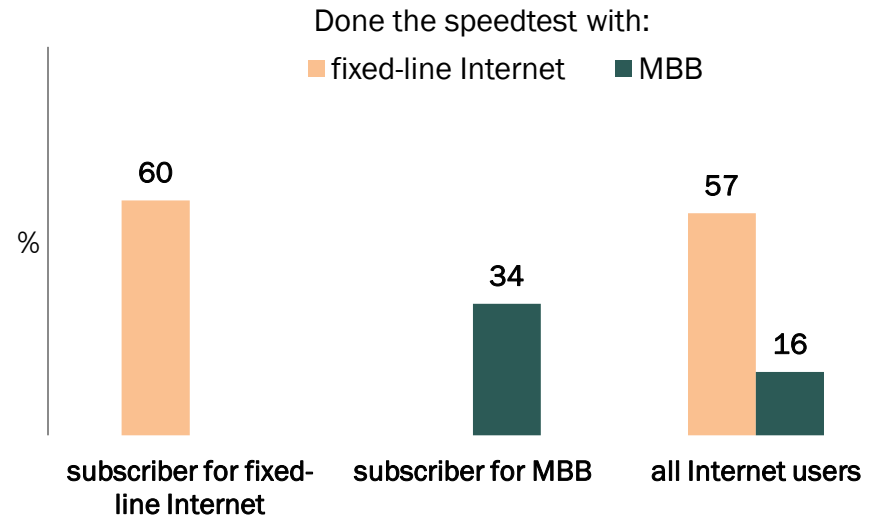
The vast majority of Internet users consider it to be (very) important that operators provide the speed promised in their offer or contract. 58% of users have already done a speedtest before just for themselves to check their Internet access on any website for speed testing.

How important is it for you that your operator shall not provide you with lower Internet speed than promised in the offer or contract?



Mean:
4,6

Have you already done online speed test on a website for speed testing?



Social characteristics

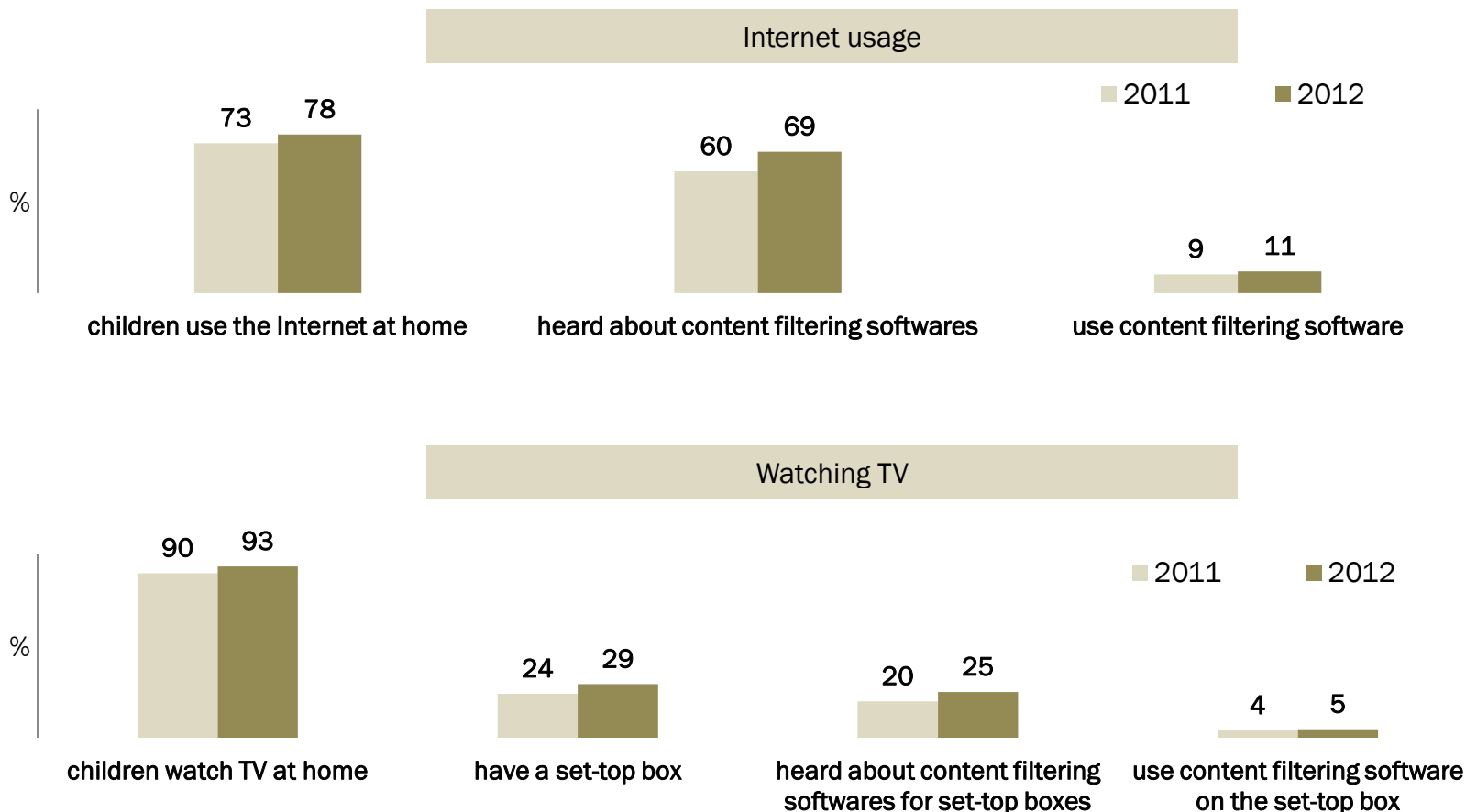
Speed testing correlates with skills of Internet usage: two-fifth of newcomers have already done speed test with their fixed-line Internet access while this proportion is four-fifth among high-level users.

Men and young people are more likely to do a speed test.

CONTENT FILTERING: AWARENESS AND USAGE

18% of households with at least one member using the Internet have a member younger than 15 and 40% of these households have a member younger than 18.

In 2012, a slight increase could be noticed among households with an Internet user and children in the awareness of content filtering softwares for PCs (filtering softwares and additional browser features) and TVs (set-top box) and in the usage, respectively.

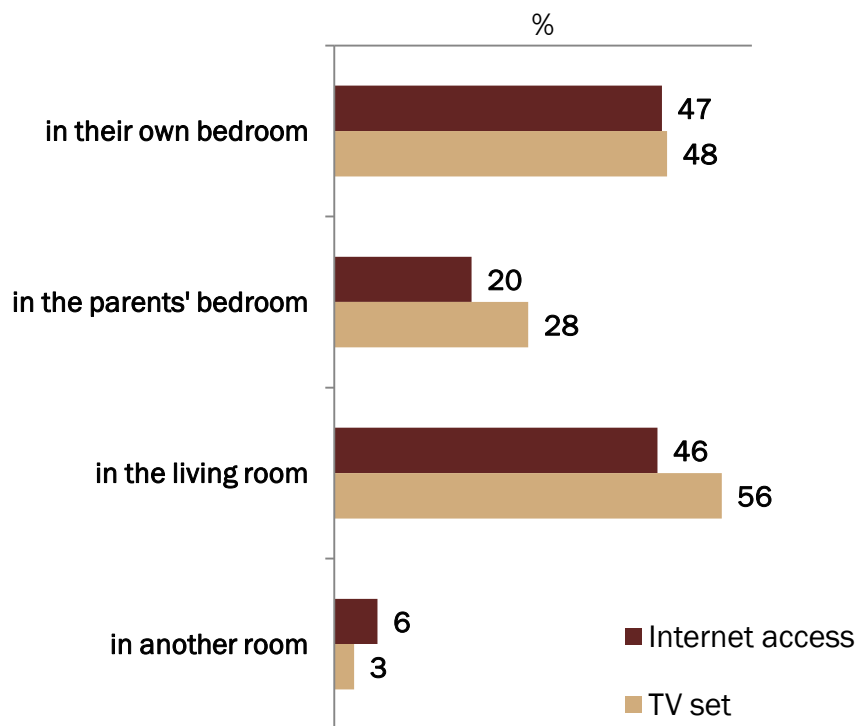


ACCESS IN CHILDREN'S BEDROOM

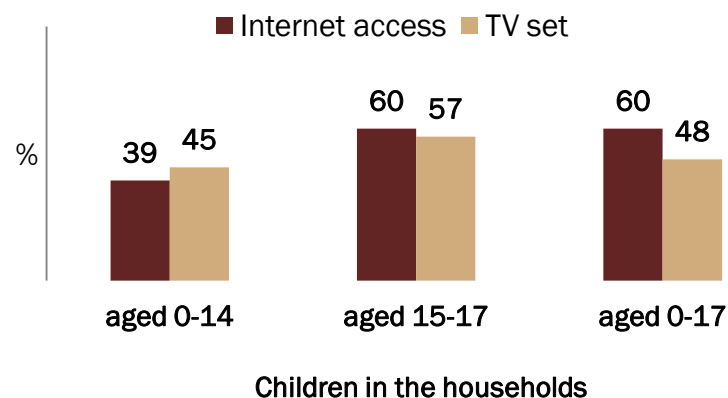
Children mostly use the Internet and watch TV in their own bedroom and in the living room. Teenagers are more likely to access the Internet and watch TV in their own bedroom than younger children.

Parental control and the use of filtering measures do not depend on the place children use the Internet or watch TV at home.

Place of Internet usage and TV among children



Internet and TV in the child's bedroom



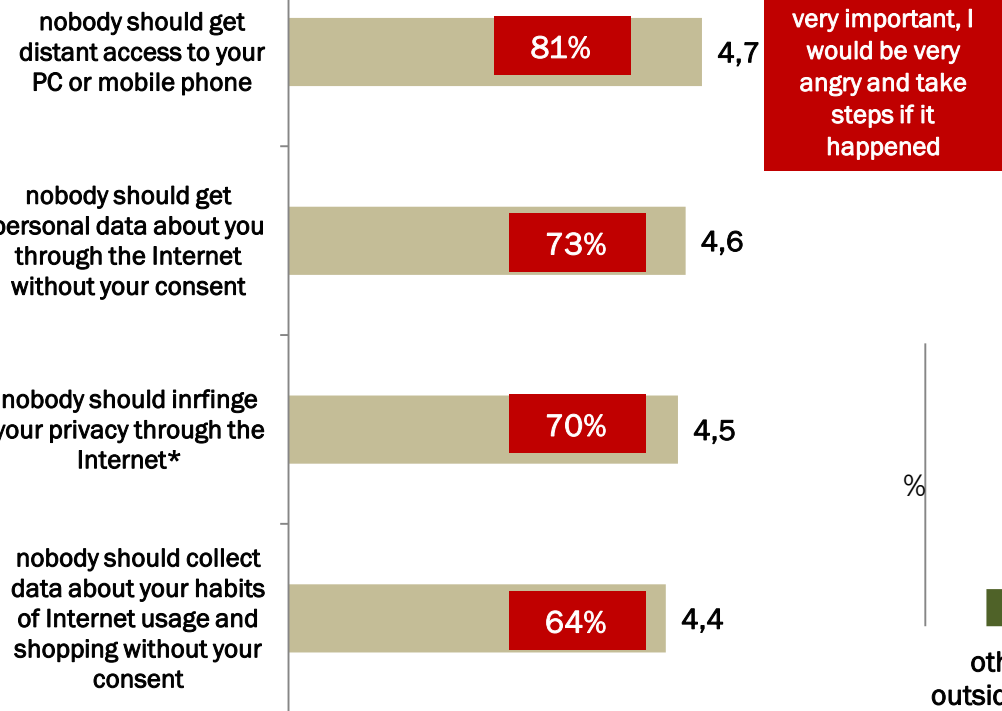
DATA PROTECTION (PRIVACY)

Internet users give high priority to the protection of their privacy and personal data.

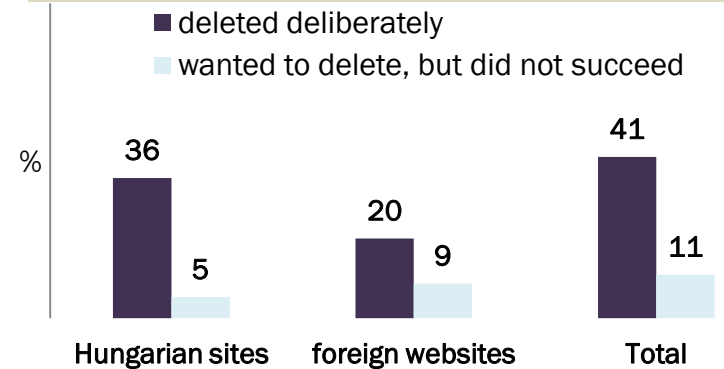
However, more skilled Internet users are less likely to cease their account on social network sites because of anxiety about data protection. It shows that some of these anxiety may disappear as users learn how to use the privacy options of these websites.

Importance of data protection

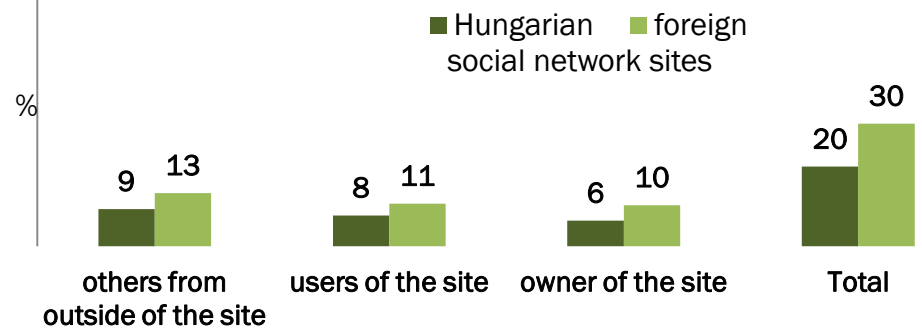
means on a 5-point scale



Deliberately deleted his/her account on a social network site



From whose side did you fear to be in breach of your personal data?



*examples were mentioned in the questionnaire to help the respondent understand better this item:
“e.g. publishing someone’s photo, his/her real name or email address without his/her consent”